

AISHWARYA MURALI

INNOVATION EXECUTIVE

CONTACT

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PROFILE

An intuitive thinker and efficient communicator with multi-disciplinary skills and experiences. I am passionate for problem solving and creative thinking. Currently looking for a role in a dynamic and creative environment to contribute my skills and grow.

EDUCATION

MA, INNOVATION MANAGEMENT

Central Saint Martins
2018 - 2020 (Distinction)

B.DES, PRODUCT DESIGN

National Institute of Fashion Technology
2012 - 2016

SKILLS

PROFESSIONAL

Team management

Cross collaboration

Effective communication

Design thinking

Problem solving

Scoping and planning

WORK EXPERIENCE

INNOVATION EXECUTIVE | GROWTH MANAGER

&us | 2019 - 2020

&us is a partner in innovation consultancy, with a dynamic mix of strategists, innovation coach and designers.

Roles

- **Innovation & Growth projects:** Constantly working on Innovation projects such as building strategies, and cross collaborating with idea development team. Being a key part of the growth team that identifies opportunities and supports in new business activities. Spotting gaps in the market and laying the groundwork to be a force to be reckoned with.

Recent Projects:

- Building reports that consists of innovative insights. Responsible for initial level research, developing strategy, resource management and budget planning of the project.

- Developing FMCG white paper, an end-end process consisting of initial ideation, content creation and designing the report.

- Building lead generation database consisting of more than 200 contacts (ongoing) and developing insights.

- CRM Management and designing newsletter and e-mailers for targeted audience.

- Overlooking innovation, in areas of content and design.

- **Branding and illustration:** Working across all teams to be a guardian of the way &us looks and feels, both in internal and external communications, and across imagery and data. Ensuring consistent design language on all platforms.

- **Social media marketing:** Responsible for designing all social media assets and generating new ideas.

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INNOVATION EXECUTIVE

TOOLS

Photoshop

Indesign

Illustrator

Sketch

AWARDS & RECOGNITION

Top 3 nominees for Creative enterprise awards London-Global category | 2019

Semi-finalist at Mayor's Entrepreneur - London award | 2019

Student of the year award | 2016

Runner up - Design sutra award | 2016

ACHIEVEMENTS

Part of Mayor's entrepreneur awards - Mentorship program

Research Thesis on buiding frameworks for story telling in organisations using indigeneous methods

Featured illustrations in an renowned library space - Higginbothams India

INNOVATION RESEARCHER

DS Smith | April - June 2019

A leading British-based international packaging business.

Roles

Worked on a live brief to innovate Company's policy

- Proposed a unique system & certification method to innovate the company's policies and reach the consumers better.

- Provided a B2B model that can locate the gaps and innovate the current system of working.

- Proposing an experimental business model to push the boundaries of the company.

CREATIVE & GRAPHIC DESIGNER

Myntra | 2016 - 2018

Myntra Designs - 2nd largest e-commerce in Fashion for India

Roles

- **Ideation:** Ideating and creating the look of website for new launch, events and landing pages.

- **Designing:** Designing the graphic set across mailers, app and websites. Allocating graphic work load within the team.

- **Cross collaboration:** Constantly collaborating with revenue and Tech team to execute the results.

PRODUCT DESIGNER

Titan Industries Ltd | September - May 2015

A Tata enterprise for manufacturing watches

Roles

- **Material innovation:** To design a watch collection and explore different materials. Helped in scoping materials from Hong kong markets.

- **Concept development:** Ideating concepts to iterate sketches and ideas that meet industrial standards.

- **3D rendering:** To visualise the sketches and constantly develop high level mock for 3D printing.